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OFFICE OF PUBLIC INSTRUCTION

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Linda McCulloch  
Superintendent

STATE OF MONTANA  
REQUEST FOR PROPOSAL ADDENDUM  
RFP NO.: RFP OPI-08-615MSB  
TO BE OPENED: May 29, 2008, 2:00 p.m. MST  
TITLE: INDIAN EDUCATION POSTER SERIES

ADDENDUM NO. 1

To All Offerors:

Attached are written questions received in response to this RFP. These questions, along with the State's response, become an official amendment to this RFP.

All other terms of the subject "Request for Proposal" are to remain as previously stated.

**Acknowledge of Addendum:**

The offeror for this solicitation must acknowledge receipt of this addendum. This page must be submitted at the time set for the proposal opening or the proposal may be disqualified from further consideration.

I acknowledge receipt of Addendum No. 1.

Signed: \_\_\_\_\_

Company Name: \_\_\_\_\_

Date: \_\_\_\_\_

Sincerely,

Sioux Roth, Purchasing

**QUESTION/ANSWER**

***Q 1. "In Section three it says The Office of Public Instruction shall own all content which includes: original photographs, and plates, along with original permissions to photograph, written interviews. Would that be negotiable?"***

***A. 1. Any images chosen for the posters would be owned by the Office of Public Instruction. Additional images, not chosen, would remain the property of the vendor.***

***Q 2. "I'm a freelance photojournalist, so I tend to do a lot of my work solo. Would I need to own or be an employee of a business to have a better chance of being considered for the project?"***

***A 2. You need not necessarily be a business to compete for this project.***

***Q 3. "Does the less than \$50,000 budget need to include the cost of the photographer and usage rights or are the photographer and usage costs separate?"***

***A 3. Yes, the budget must include the cost of the photographer and usage rights.***

***Q 4. "We'd like to confirm that the less than \$50,000 budget does not include printing costs."***

***A 4. The less than \$50,000 does not include printing costs. The Office of Public Instruction will print the posters.***

***Q 5. "In Section 1.0: Project Overview, it states that there will be two representatives from each of Montana's tribes to be highlighted in the poster series. Will OPI provide a list of the tribes and a point of contact for each?"***

***A 5. The groundwork is entirely up to the vendor. The Office of Public Instruction will provide a few contacts, but it is the vendor's responsibility to seek and obtain the images needed for the project.***

***Q 6. "In Section 1.1: Contract term, it states the contract term is for one year. Is there a specific deadline the OPI has for completion of all the posters within that timeframe?"***

***A6. The final product must be delivered to the OPI by December 1, 2008.***

*Q7. "In Section 1.6.5: Copies required and deadline for receipt of proposals, it states the number of proposals which must be provided but does not specify information about samples. If we want to send samples of posters, do we simply provide all samples together in one sealed package to accompany the proposals? We plan to include scaled down samples within the proposal but would also like to include full size samples."*

*A 7. Vendors can send copies of their posters on a disk, pictures, scaled down samples, or include a sample of their posters all in one sealed package.*

*Q 8. "In Section 3: Scope of Project, there is no mention of printing. Are we to assume that we will be responsible for writing, design, photography and providing the OPI with digital working files to handle printing separately outside of the parameters of this RFP?"*

*A 8. Yes.*

*Q 9. "In Section c: Scope of Project, there is no mention of talent fees in conjunction with gaining the proper permissions. Are we to include a talent fee within our budget proposal for each person photographed for a poster?"*

*A 9. Any talent fees should be included in your proposal.*

*Q 10. "In Section 3: Scope of Project, there are no specifications as to size or if these will be four color posters. Is there a standard size the OPI has in mind?"*

*A 10. The completed posters will be a four color process. The Office of Public Instruction will determine the uniform size of the posters.*

*Q 11. "In Section 4.1.5 Offeror Financial Stability, there is a statement about this being an option to be used only in very limited circumstances and then followed by a request for financial information. Are we to assume you will require financial information in the RFP?"*

*A 11. 4.1.5 is standard contract language. The Office of Public Instruction is looking for a measure of stability.*

*Q 12. "Evaluation Criteria, there is a reference under items 4.1.3: Ability to Meet Supply Specifications, about community Outreach. We assume this is for the identification of individuals and the interviews but is there any other community outreach beyond that?"*

*A 12. No*

***Q13. "In the RFP, there do not appear to be requirements for length of proposal, font sizes, margins, and other layout elements. Does this mean that we have flexibility in the layout and size of the final product?"***

***A 13. The final layout will be determined in consultation with the Office of Public Instruction after the bid is awarded to the most qualified vendor.***

***Q. 14. "Is the \$50,000.00 the total project budget, or just the budget for the agency to create the poster series?"***

***A 14. In scoring the Requisition for Proposals bids, submitted-- \$50,000 is the maximum budget allowable, however the lowest cost proposal will be awarded the highest amount of points (30) in this area. The bid submitted should reflect the total project budget.***

***Q 15. "Will an experienced advertising/marketing/design firm be considered for the project if lacking Indian affairs experience, but produces a viable concept and plan?"***

***A 15. Yes***

***Q 16. "Will the contractor receive initial assistance in identifying individuals, such as a list of potential role models and contact information?"***

***A 16. Yes***

***Q 17-a. "What are the goals of this project?"***

***A 17a. OPI is looking to produce posters which identify successful Montana American Indians.***

***Q17b. "Specifically who (psychographics, demographics, geographic) will these poster be targeting?"***

***A17b. We are looking to provide a positive image for K-12 school students, teachers, community organizations, administrators, Boys and Girls Clubs and other community organizations.***

***Q 17c. "Is the intent to focus on tribal heritage or a more modern representation?"***

***A17c. We are looking for a spectrum of American Indian role models, working professionals, cultural leaders or both.***

*Q17d. "If submitted, will design concepts be considered in the evaluation and scoring process?"*

*A17d. We did not ask for early designs when we issued the RFP. We are asking to see samples of other work produced by the vendor.*

*Q18. "Will all research, interviews, and design be conducted prior to the release of any posters, or will the contractor be working on a set schedule to produce specific posters in conjunction with set areas/events/etc?"*

*A 18. Completion date for all work is December 1, 2008. There will be ongoing, periodic consultation with OPI for quality assurance purposes.*

*Q 19. "Per our understanding, the printing of all posters will be the responsibility of the State. If correct, and per the answer to the previous question, how much time will the contractor need to schedule out for printing?"*

*A 19. None*

*Q20. "Is OPI, the State, currently working with an advertising/design firm?"*

*A20. No*

*Q21. "What do you wish to achieve with this project that has not been achieved through past projects?"*

*A21. OPI is looking to produce posters, identifying successful Montana American Indians.*